



KNXV

**KNXV-TV  
PHOENIX****ORDER**

Print Date 07/13/12

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Flight Dates 07/17/12-07/23/12Contract / Revision 304723 /Original Date / Revision  
07/13/12 07/13/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact500 N Washington Street - Suite #3  
Alexandria, VA 22314Product

Wil Cardon for Senate 2012

Agency Com 15%Billing ContactPO Box 288  
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate # TV 07170723 :15'sAlt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	27	\$12,813.75	\$15,075.00	0.00	06/25/12	07/23/12	27	\$12,813.75	\$15,075.00
Totals	27	\$12,813.75	\$15,075.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	07/17/12	07/23/12	M-F 6-7am M-F 6-7am	CM	6am-7am	1111---	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/12	07/22/12	-111---		3		\$225.00		0.00					
		Week: 07/23/12	07/29/12	1-----		1		\$225.00		0.00					
N 2	KNXV	07/17/12	07/23/12	M-F 7-9am M-F 7-9am	CM	7am-9am	111-1--	:15/:15	4	\$225.00	P-3	0.00	BK	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 07/16/12	07/22/12	-11-1--		3		\$225.00		0.00					
		Week: 07/23/12	07/29/12	1-----		1		\$225.00		0.00					



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Contract / Revision 304723 Flight Dates 07/17/12-07/23/12

Hiatus Dates

Original Date / Revision 07/13/12/ 07/13/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV 07170723 :15's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	07/21/12	07/21/12	Sa 6-7am GMA Sa 6-7am Good Morning ,	CM	6am-7am	-----S-	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$75.00		0.00			
N 4	KNXV	07/22/12	07/22/12	Su 6-7am GMA Su 6-7am Good Morning ,	CM	6am-7am	-----S	:15/:15	1	\$75.00	P-6	0.00	BK	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$75.00		0.00			
N 5	KNXV	07/17/12	07/23/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11-1---	:15/:15	3	\$225.00	P-6	0.00	BK	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-1---					2	\$225.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$225.00		0.00			
N 6	KNXV	07/18/12	07/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	--1-1--					2	\$450.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$450.00		0.00			
N 7	KNXV	07/17/12	07/20/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:15/:15	3	\$450.00	P-3	0.00	BK	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-11--					3	\$450.00		0.00			
N 8	KNXV	07/21/12	07/21/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:15/:15	1	\$250.00	P-6	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S-					1	\$250.00		0.00			
N 9	KNXV	07/22/12	07/22/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:15/:15	1	\$250.00	P-6	0.00	BK	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$250.00		0.00			
N 10	KNXV	07/17/12	07/23/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-1---	:15/:15	3	\$750.00	P-3	0.00	BK	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-1-1---					2	\$750.00		0.00			
		Week: 07/23/12	07/29/12	1-----					1	\$750.00		0.00			
N 11	KNXV	07/20/12	07/20/12	Friday Prime B Friday Prime B	CM	8pm-9pm	----F--	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$2,000.00		0.00			
N 12	KNXV	07/20/12	07/20/12	Friday Prime C Friday Prime C	CM	9pm-10pm	----F--	:15/:15	1	\$3,000.00	P-3	0.00	BK	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	----F--					1	\$3,000.00		0.00			
N 13	KNXV	07/22/12	07/22/12	Sunday Prime A Sunday Prime A	CM	6pm-7pm	-----S	:15/:15	1	\$2,000.00	P-3	0.00	BK	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	-----S					1	\$2,000.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 27 \$15,075.00